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| 1: Examiner Raquel Alvarez | USPTO - GAU 3622 Re: 09/780,995 Confirmation No.: 5881 | 1-571-273-8300 | |

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|--------------------|-------------------------------|
| Date | Client/Matter Number |
| May 10, 2007 | SCEI 18,302 (100809-16225) |
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Comments

15 pages - AMENDMENT

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Frances Doyle

Attorney Docket No.: SCEI 18.302 (100809-16225)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors: Ken KUTARAGI et al.
Serial No.: 09/780,995
Filed: February 9, 2001
Title: IN-CONTENTS ADVERTISING METHOD, IN-CONTENTS
ADVERTISING SERVER, AND PROGRAM-
TRANSFERRING MEDIUM FOR REALIZING IN-
CONTENTS ADVERTISING
Examiner: Raquel Alvarez
Art Unit: 3622
Confirmation No.: 5881

May 10, 2007

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AMENDMENT

Sir:

In response to the final Office action mailed March 12, 2007, Applicant hereby requests
that the above-referenced application be reconsidered based on the following:

- I. Amendments to the claims appear on page 2 of this paper; and
- II. Remarks begin on page 12 of this paper.